

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Debt to Equity Ratio*, *Total Assets Turnover* dan *Return On Assets* terhadap harga saham pada perusahaan *food and beverage* yang *Go Public*.

Jenis penelitian adalah penelitian kuantitatif. Data penelitian adalah angka-angka keuangan yang bersumber dari laporan keuangan neraca dan laba rugi perusahaan anggota sampel. Populasi beranggotakan 29 perusahaan *food and beverage* yang terdaftar di Bursa Efek Indonesia selama tahun 2015 sampai 2019. Jumlah anggota sampel ditentukan dengan *metode purposive sampling*, yaitu dengan menggunakan kriteria-kriteria tertentu. Diperoleh sebanyak 12 perusahaan sebagai anggota sampel. Metode analisis yang digunakan adalah analisis regresi linier berganda. Data diolah dengan menggunakan program SPSS versi 23.

Hasil penelitian, persamaan regresi layak digunakan. *Debt to Equity Ratio* (DER) berpengaruh positif signifikan terhadap harga saham, *Total Assets Turnover* (TATO) berpengaruh negatif signifikan terhadap harga saham, *Return On Assets* (ROA) berpengaruh positif signifikan terhadap harga saham.

**Kata Kunci:** *Debt to Equity Ratio*, *Total Assets Turnover*, *Return On Assets* dan harga saham.


## **ABSTRACT**

*This research aimed to find out the effect of Debt to Equity Ratio, Total Asset Turnover and Return On Asset on stock price of Food and Beverages companies which go public.*

*The research was quantitative. Moreover, the data were in the form of financial numbers from companies' balance sheets and income statements. Furthermore, the population was 29 Food and Beverages companies which were listed on Indonesia Stock Exchange during 2015-2019. Additionally, the data collection technique used purposive sampling, in which the sample was based on criteria given. In line with, there were 12 companies as the sample. In addition, the data analysis technique used multiple linear regression with SPSS 23.*

*The research result concluded that regression analysis was properly used. Meanwhile, Debt to Equity Ratio had a positive and significant effect on stock price. Likewise, Return On Asset had a positive and significant effect on stock price. On the other hand, Total Asset Turnover had a negative and significant effect on stock price.*

**Keywords:** *Debt to Equity Ratio, Total Asset Turnover, Return On Asset, Stock Price.*



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